



2023 Virtual Annual Meeting Digital Marketing Update

May 24, 2323

TODAY'S AGENDA

- ❖ Review 2022-2023 Activities and Accomplishments
- ❖ Share Performance Highlights
 - ❖ Facebook
 - ❖ Instagram
 - ❖ YouTube
 - ❖ Email
- ❖ Social Media Support Activities
- ❖ Looking Ahead
- ❖ How You Can Help

BUILDING A STRONG FOUNDATION

CHECKMARKS INDICATE COMPLETED PROJECTS

- ✓ Created a consistent brand image across all platforms
- ✓ Designed graphic templates for social networks
- ✓ Developed social network posting style guidelines
- ✓ Updated our Facebook Channel
- ✓ Added an Instagram Channel
- ✓ Redesigned YouTube channel and added Spanish content
- ✓ Created email templates
- ✓ Initiated team training sharing how to use software, guidelines, and best practices

ONGOING ACTIVITIES

EDUCATE AND ENGAGE WITH FAMILIES AND HEALTHCARE PROVIDERS

- Establish monthly editorial calendars
- Post 3-5 posts each week
- Increase followers through the “join our community” email campaign

FACEBOOK HIGHLIGHTS

POST ACTIVITY BY MONTH

SOCIAL MEDIA POSTING EFFORTS KICKED OFF IN THE 4Q2022

| | FACEBOOK POST |
|------------------|---------------|
| 1Q2022 | 16 |
| 2Q2022 | 10 |
| 3Q2022 | 8 |
| 4Q2022 | 25 |
| 1Q2023 | 44 |
| April 1 - May 15 | 22 |
| Total | 125 |

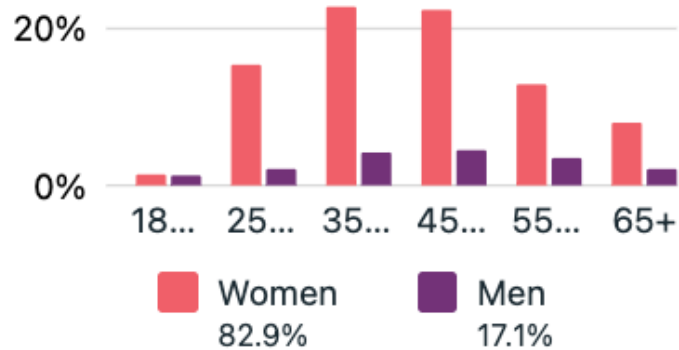
FACEBOOK FOLLOWER

OUR PRIMARY AUDIENCE IS WOMEN BETWEEN THE AGES OF 35-45

Facebook Page followers ⓘ

321

Age & gender ⓘ



Audience overview

Follower growth rate ⓘ

3.33% Top 25%

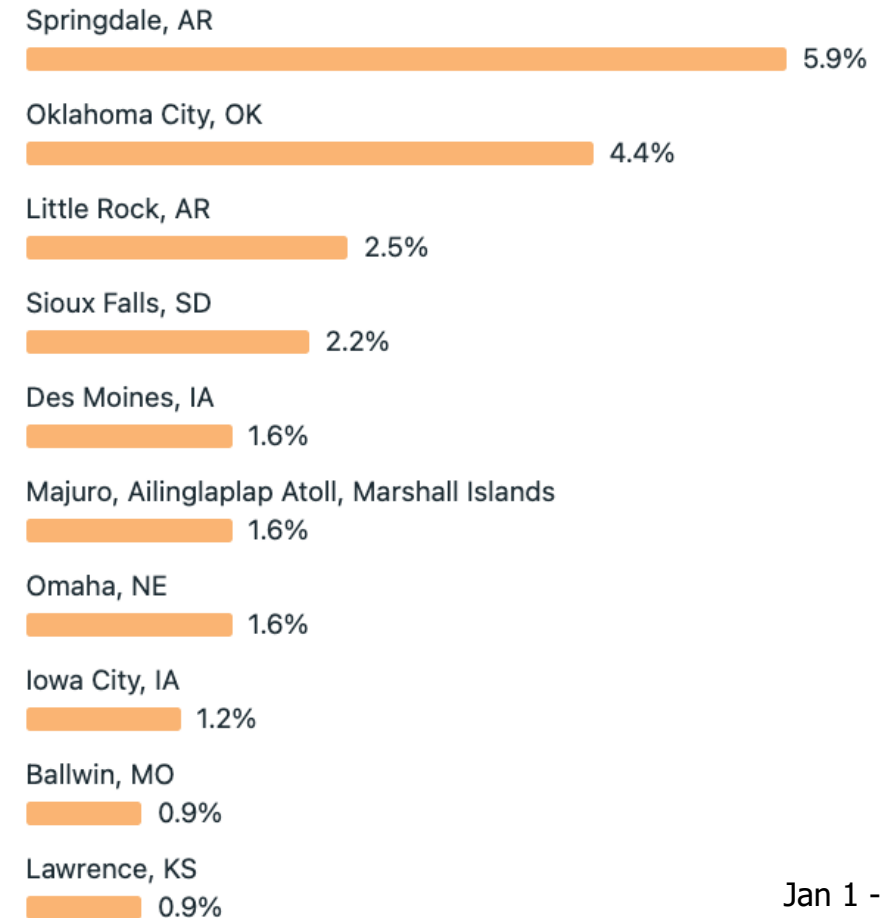
WHERE ARE OUR FACEBOOK FOLLOWERS FROM?

OUR TOP US CITIES ARE IN THE HEARTLAND, EXCEPT FOR THE MARSHAL ISLANDS

Top countries








Top cities



Jan 1 - May 21, 2023

FACEBOOK CONTENT, REACH, AND ENGAGEMENT

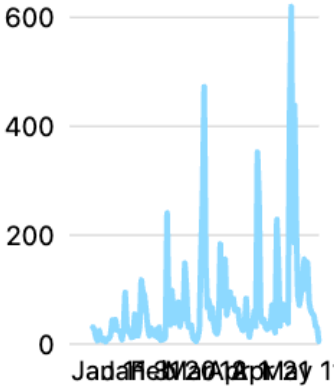
OUR TOP POSTS INCLUDE UPDATES, EVENTS, AND EDUCATIONAL CONTENT

| Title | | Type | Date published ↑↓ | Reach ⓘ ↓ | Likes and reactions ⓘ |
|---|------------|------|---------------------|-------------------------------|-----------------------|
|  Recently, members of the Heartland team part... Heartland Regional Genetics Network | Boost post | Post | Wed May 3, 12:49... | 2K Accounts Center acc... | 48 Reactions |
|  Genetics play a crucial role in healthcare. Und... Heartland Regional Genetics Network | Boost post | Post | Wed May 10, 1:21pm | 244 Accounts Center acc... | 6 Reactions |
|  Find all kinds of resources including podcasts,... Heartland Regional Genetics Network | Boost post | Post | Tue Apr 25, 11:03am | 241 Accounts Center acc... | 2 Reactions |
|  Let's talk about genetic counseling myths and... Heartland Regional Genetics Network | Boost post | Post | Fri Apr 28, 6:06pm | 200 Accounts Center acc... | 3 Reactions |
|  Are you a healthcare provider interested in lea... Heartland Regional Genetics Network | Boost post | Post | Fri May 12, 1:51pm | 155 Accounts Center acc... | 1 Reactions |

Reach

Facebook Page reach ⓘ

5,670 ↑ .156.6%



Jan 1 - May 21, 2023

INSTAGRAM HIGHLIGHTS

POST ACTIVITY BY MONTH

INSTAGRAM POSTING EFFORTS KICKED-OFF IN THE 4Q2022

| | INSTAGRAM |
|--------------|-----------|
| 1Q2022 | -0- |
| 2Q2022 | 1 |
| 3Q2022 | 3 |
| 4Q2022 | 25 |
| 1Q2023 | 16 |
| April-May 15 | 20 |
| Total | 65 |

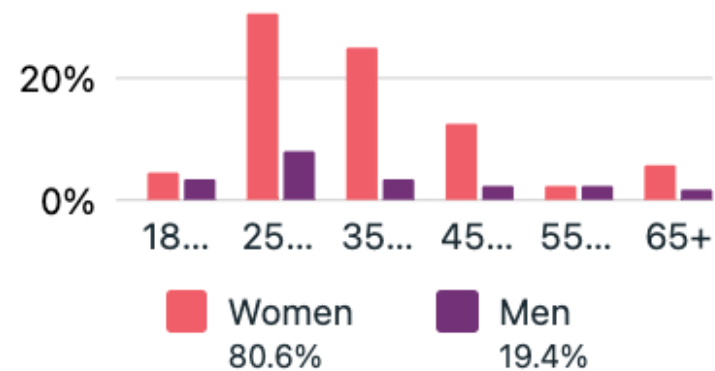
INSTAGRAM FOLLOWERS

OUR PRIMARY AUDIENCE IS WOMEN BETWEEN THE AGES OF 25-35

Instagram followers ⓘ

108

Age & gender ⓘ

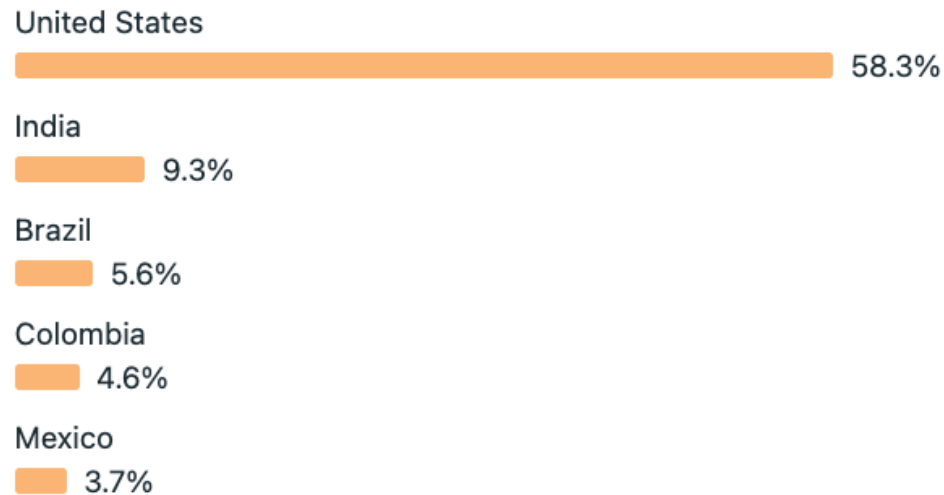


Jan 1 - May 21, 2023

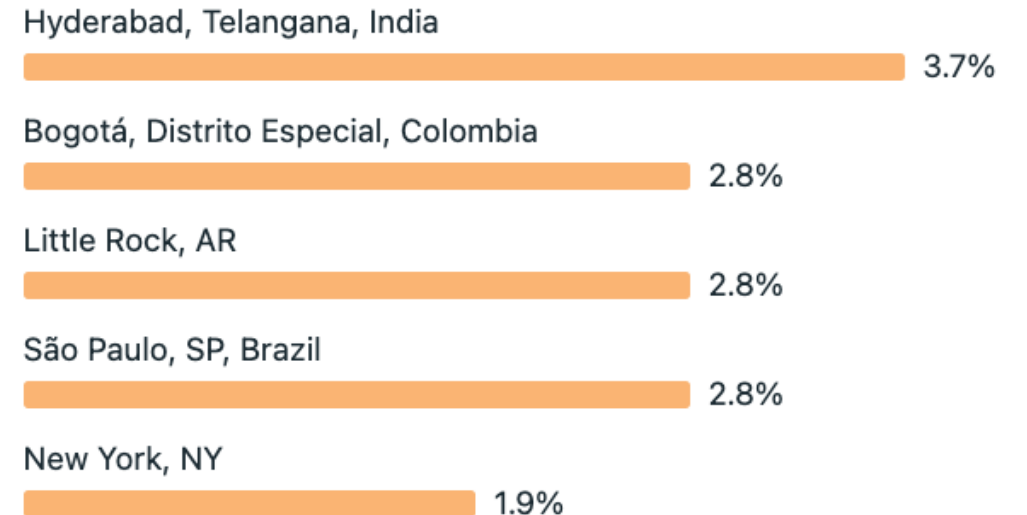
WHERE ARE OUR INSTAGRAM FOLLOWERS FROM?

USAGE BY CITY IS VERY DISTRIBUTED

Top countries








Top cities



Jan 1 - May 21, 2023

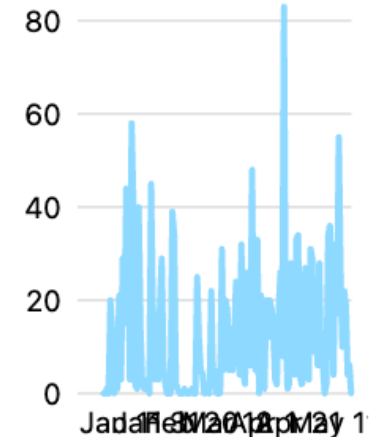
FACEBOOK CONTENT, REACH, AND ENGAGEMENT

OUR TOP POSTS INCLUDE EVENTS AND HUMAN INTEREST

| Title | | Type | Date published ↑↓ | Reach ⓘ ↓ | Likes and reactions |
|---|--|------------|-------------------|--------------------|--|
|  | Congratulations, and thank you to @chelnagal... heartlandregionalgenetics | Boost post | Post | Thu Apr 13, 2:00am | 113 Accounts Center acc... 13 Likes |
|  | If you've been meaning to register for our Jan... heartlandregionalgenetics | Boost post | Post | Tue Jan 17, 7:00pm | 102 Accounts Center acc... 0 Likes |
|  | Time is running out to register for our "Geneti... heartlandregionalgenetics | Boost post | Post | Sat Jan 14, 7:00pm | 84 Accounts Center acc... 0 Likes |
|  | Calling all Marshallese healthcare interpreters!... heartlandregionalgenetics | Boost post | Post | Thu Feb 9, 6:58pm | 78 Accounts Center acc... 6 Likes |
|  | We're excited to recognize Bethany Johnson a... heartlandregionalgenetics | Boost post | Post | Thu Apr 20, 7:00pm | 76 Accounts Center acc... 9 Likes |

Instagram reach ⓘ

486 ↓ 0.8%



Jan 1 - May 21, 2023

YOUTUBE HIGHLIGHTS

YOUTUBE UTILITY

SOURCE: UTILITY OF EDUCATING THE HISPANIC AND LATINX POPULATION ABOUT GENETIC SERVICES USING CULTURALLY TARGETED VIDEOS, BY BETHANY JOHNSON

- Where would you like to be able to find new videos and resources?

| | | |
|----------------|---|-------|
| YouTube | 5 | 38.5% |
| Facebook | 4 | 30.8% |
| Doctors Office | 4 | 30.8% |
| Social Media | 2 | 15.4% |

- 6 of 13 participants used YouTube or Facebook to share the videos
- Participants identified social media platforms as the desired place to find videos
- 7 of 13 participants identified that they would like more videos moving forward

YOUTUBE OVERVIEW

WE STARTED WITH 104 SUBSCRIBERS IN JANUARY 2022

NEW CONTENT COMBINED WITH SOCIAL MEDIA POSTS BOOSTS TRAFFIC

Channel analytics

Current subscribers

578

+10 in last 28 days

Summary

Last 28 days

Views 2.5K ↓

Watch time (hours) 116.9 ↓

Top videos

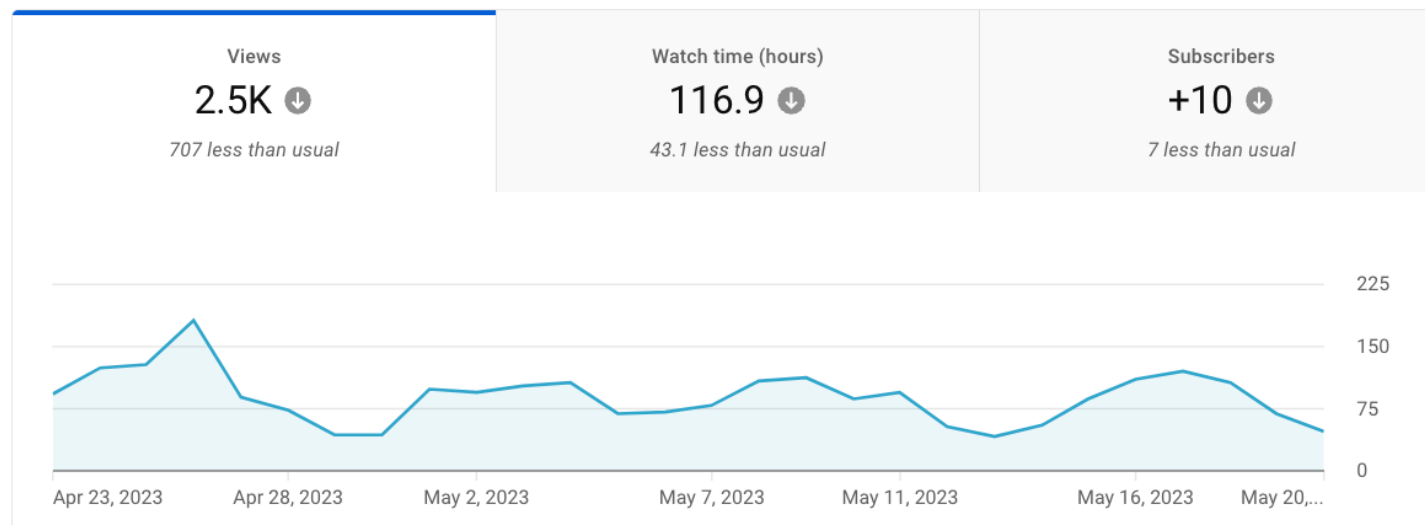
Last 48 hours · Views

Qué son cromosomas y genes? 68

¿Qué son pruebas genéticas? 29

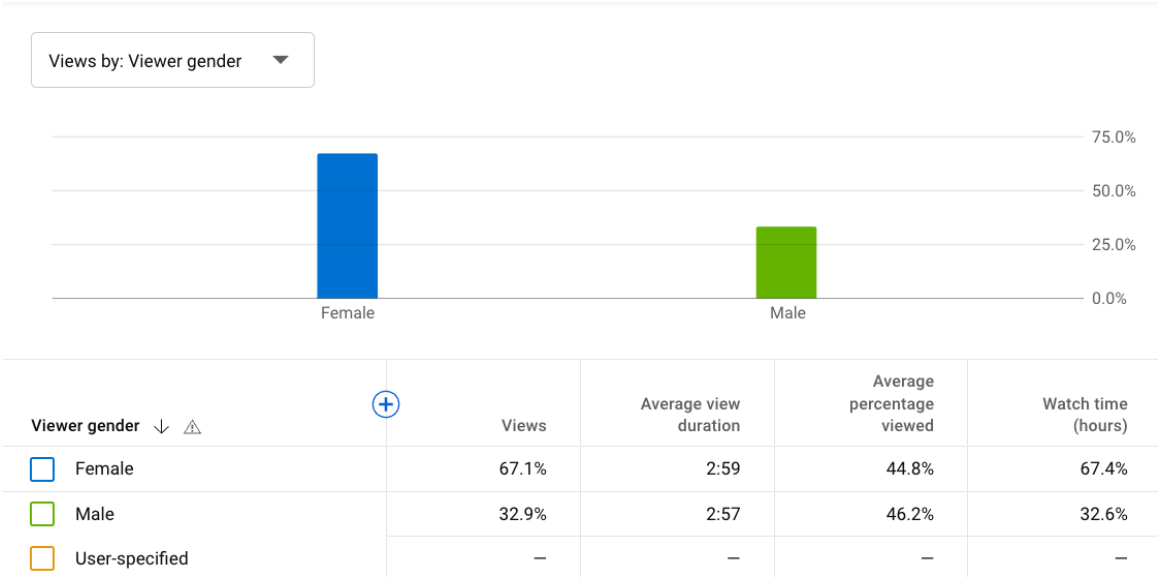
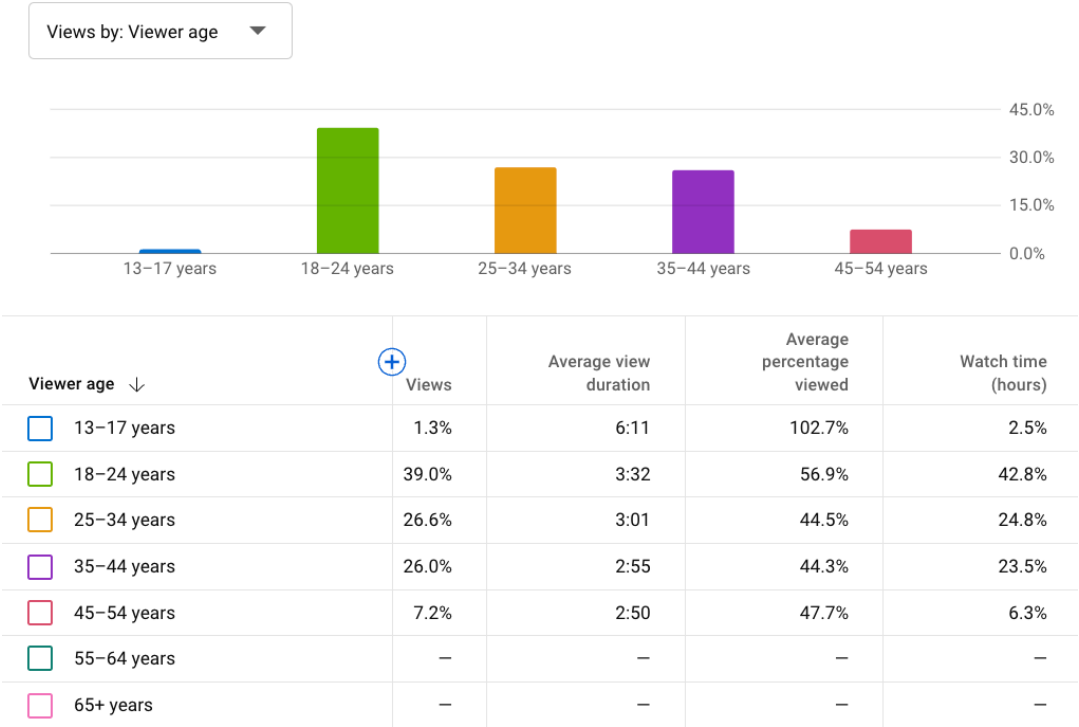
Qué puedo esperar de una cita en una clínica de genét... 1

Your channel got 2,493 views in the last 28 days



YOUTUBE DEMOGRAPHICS

OUR PRIMARY AUDIENCE IS WOMEN BETWEEN THE AGES OF 18-34



YOUTUBE GEOGRAPHY

SPANISH-SPEAKING COUNTRIES CONTINUE TO REMAIN MOST ENGAGED

THE UNITED STATES CONTINUES TO IMPROVE IN RANKING

| Geography | <div><div></div><div>+</div></div> | Views <div>↓</div> | | Watch time (hours) | | Average view duration |
|--------------------------------|------------------------------------|--------------------|-------|--------------------|-------|-----------------------|
| <div></div> Total | | 14,991 | | 743.5 | | 2:58 |
| <div></div> Mexico | | 3,202 | 21.4% | 159.0 | 21.4% | 2:58 |
| <div></div> Colombia | | 1,659 | 11.1% | 76.6 | 10.3% | 2:46 |
| <div></div> United States | | 1,072 | 7.2% | 55.1 | 7.4% | 3:04 |
| <div></div> Peru | | 855 | 5.7% | 46.6 | 6.3% | 3:16 |
| <div></div> Bolivia | | 480 | 3.2% | 20.9 | 2.8% | 2:36 |
| <div></div> Spain | | 415 | 2.8% | 17.6 | 2.4% | 2:32 |
| <div></div> Dominican Republic | | 316 | 2.1% | 14.4 | 1.9% | 2:43 |
| <div></div> Panama | | 296 | 2.0% | 29.9 | 4.0% | 6:04 |
| <div></div> Argentina | | 178 | 1.2% | 8.5 | 1.2% | 2:52 |
| <div></div> Ecuador | | 133 | 0.9% | 6.3 | 0.9% | 2:50 |
| <div></div> Venezuela | | 80 | 0.5% | 2.9 | 0.4% | 2:12 |
| <div></div> Guatemala | | 67 | 0.5% | 2.7 | 0.4% | 2:25 |
| <div></div> Puerto Rico | | 49 | 0.3% | 2.5 | 0.3% | 3:04 |
| <div></div> Chile | | 37 | 0.3% | 2.4 | 0.3% | 3:48 |
| <div></div> Honduras | | 16 | 0.1% | 0.6 | 0.1% | 2:03 |
| <div></div> Costa Rica | | 12 | 0.1% | 0.5 | 0.1% | 2:42 |

| Cities | <div><div></div><div>+</div></div> | Views <div>↓</div> | | Watch time (hours) | | Average view duration |
|---|------------------------------------|--------------------|------|--------------------|------|-----------------------|
| <div></div> Total | | 14,991 | | 743.5 | | 2:58 |
| <div></div> Panama City, Panama | | 172 | 1.2% | 18.1 | 2.4% | 6:18 |
| <div></div> Lima, Peru | | 123 | 0.8% | 7.2 | 1.0% | 3:32 |
| <div></div> León, MX-GUA | | 86 | 0.6% | 5.2 | 0.7% | 3:37 |
| <div></div> Tijuana, MX-BCN | | 52 | 0.4% | 2.2 | 0.3% | 2:35 |
| <div></div> Bogotá, Colombia | | 31 | 0.2% | 1.2 | 0.2% | 2:24 |
| <div></div> St. Charles, US-IL | | 16 | 0.1% | 0.1 | 0.0% | 0:20 |
| <div></div> San Jacinto, US-CA | | 15 | 0.1% | 1.1 | 0.1% | 4:13 |
| <div></div> Mérida, MX-YUC | | 12 | 0.1% | 0.1 | 0.0% | 0:40 |
| <div></div> Normal, US-IL | | 11 | 0.1% | 0.4 | 0.1% | 1:59 |
| <div></div> New York, US-NY | | 11 | 0.1% | 0.6 | 0.1% | 3:04 |
| <div></div> La Paz, Bolivia | | 11 | 0.1% | 0.0 | 0.0% | 0:01 |
| <div></div> Burgos, ES-CL | | 11 | 0.1% | 0.3 | 0.0% | 1:24 |
| <div></div> Santo Domingo, Dominican Republic | | 10 | 0.1% | 0.4 | 0.1% | 2:13 |

YOUTUBE TRAFFIC










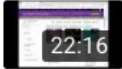

48% OF VIEWS ARE YOUTUBE RECOMMENDATIONS BASED ON PREVIOUS VIDEOS WATCHED
SEARCH AND CHANNEL PAGES ARE LIKELY ATTRIBUTED TO SOCIAL MEDIA EFFORTS

| Traffic source | Views ↓ | Watch time (hours) | Average view duration | Impressions | Impressions click-through rate |
|---|---------------|--------------------|-----------------------|----------------|--------------------------------|
| <input type="checkbox"/> Total | 14,991 | 743.5 | 2:58 | 177,711 | 4.8% |
| <input type="checkbox"/> Suggested videos | 7,321 48.8% | 364.3 49.0% | 2:59 | 128,024 | 3.7% |
| <input type="checkbox"/> YouTube search | 3,699 24.7% | 190.3 25.6% | 3:05 | 34,659 | 9.9% |
| <input type="checkbox"/> External | 2,171 14.5% | 109.2 14.7% | 3:01 | — | — |
| <input type="checkbox"/> Direct or unknown | 898 6.0% | 40.1 5.4% | 2:40 | — | — |
| <input type="checkbox"/> Browse features | 298 2.0% | 10.3 1.4% | 2:04 | 9,993 | 1.9% |
| <input type="checkbox"/> Channel pages | 251 1.7% | 7.4 1.0% | 1:46 | 3,099 | 4.5% |
| <input type="checkbox"/> Other YouTube features | 242 1.6% | 16.7 2.3% | 4:08 | — | — |
| <input type="checkbox"/> Playlists | 80 0.5% | 3.6 0.5% | 2:42 | 967 | 5.6% |
| <input type="checkbox"/> Playlist page | 30 0.2% | 1.4 0.2% | 2:44 | 969 | 2.4% |
| <input type="checkbox"/> Notifications | 1 0.0% | 0.0 0.0% | 0:00 | — | — |

YOUTUBE CONTENT RANKED BY VIEWS

ESTABLISHED VIDEOS GENERALLY RANK HIGHER

RELEVANT CONTENT AND VIEW DURATION INSIGHTS PROVIDE INPUT FOR FUTURE VIDEOS

| Content |  | Views ↓ | Average view duration | Average percentage viewed |
|--|---|---------------|-----------------------|---------------------------|
| <input type="checkbox"/> Total | | 14,991 | 2:58 | 44.6% |
| <input type="checkbox"/>  6:02 Qué son cromosomas y genes? | | 11,248 75.0% | 2:59 | 49.6% |
| <input type="checkbox"/>  7:12 ¿Qué son pruebas genéticas? | | 2,722 18.2% | 3:14 | 45.1% |
| <input type="checkbox"/>  3:48 Qué puedo esperar de una cita en una clinica de genéti... | | 194 1.3% | 1:44 | 46.0% |
| <input type="checkbox"/>  3:04 Pruebas de laboratorio para el recién nacido (cernimie... | | 192 1.3% | 0:58 | 31.8% |
| <input type="checkbox"/>  6:02 What are Chromosomes and Genes (English Subtitles) | | 114 0.8% | 1:21 | 22.4% |
| <input type="checkbox"/>  8:59 Kakōlkōl Lojilñi Eo Kein Kajuōn An Niñniñ Ne Nejūm (Y... | | 92 0.6% | 2:38 | 29.4% |
| <input type="checkbox"/>  3:48 What Can I Expect From An Appointment At A Genetic ... | | 78 0.5% | 1:33 | 41.2% |
| <input type="checkbox"/>  7:12 How To Prepare For And Understand What Will Happen... | | 75 0.5% | 2:29 | 34.6% |
| <input type="checkbox"/>  22:16 Genetics Evaluation Resource Portal: A Collection of R... | | 52 0.4% | 1:39 | 7.4% |
| <input type="checkbox"/>  3:04 Newborn laboratory screening for genetic conditions (...) | | 50 0.3% | 1:03 | 34.6% |

EMAIL HIGHLIGHTS

JOIN THE COMMUNITY EMAIL CAMPAIGN

AS OF MAY 15, 2023, THE LIST INCLUDES 165 CONTACTS

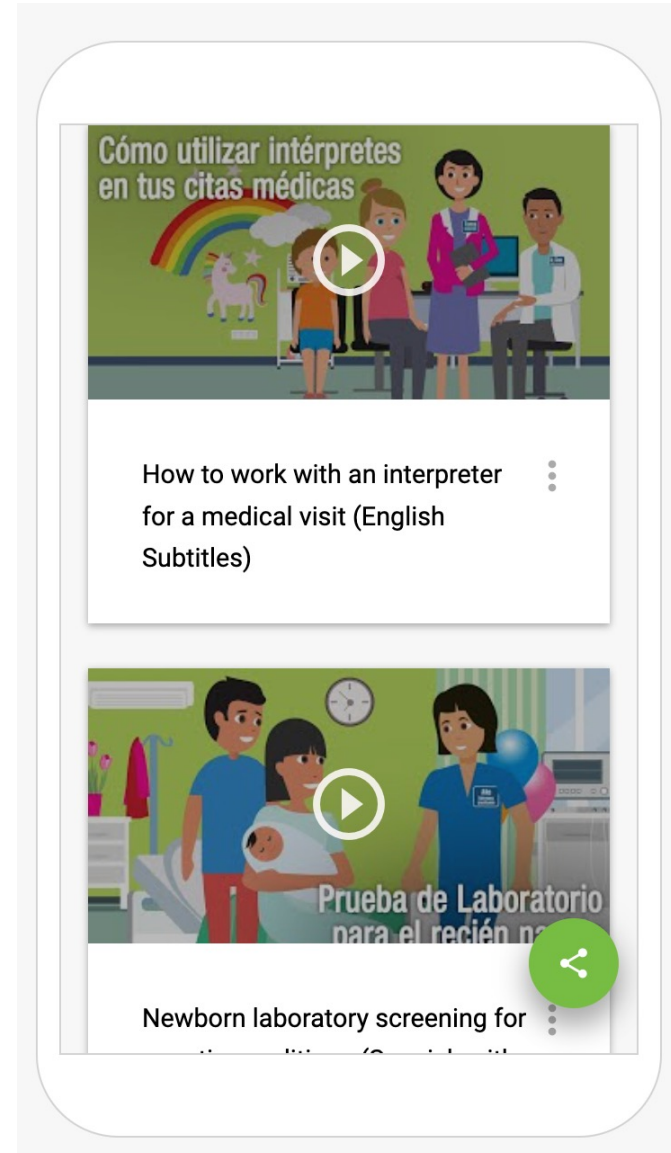
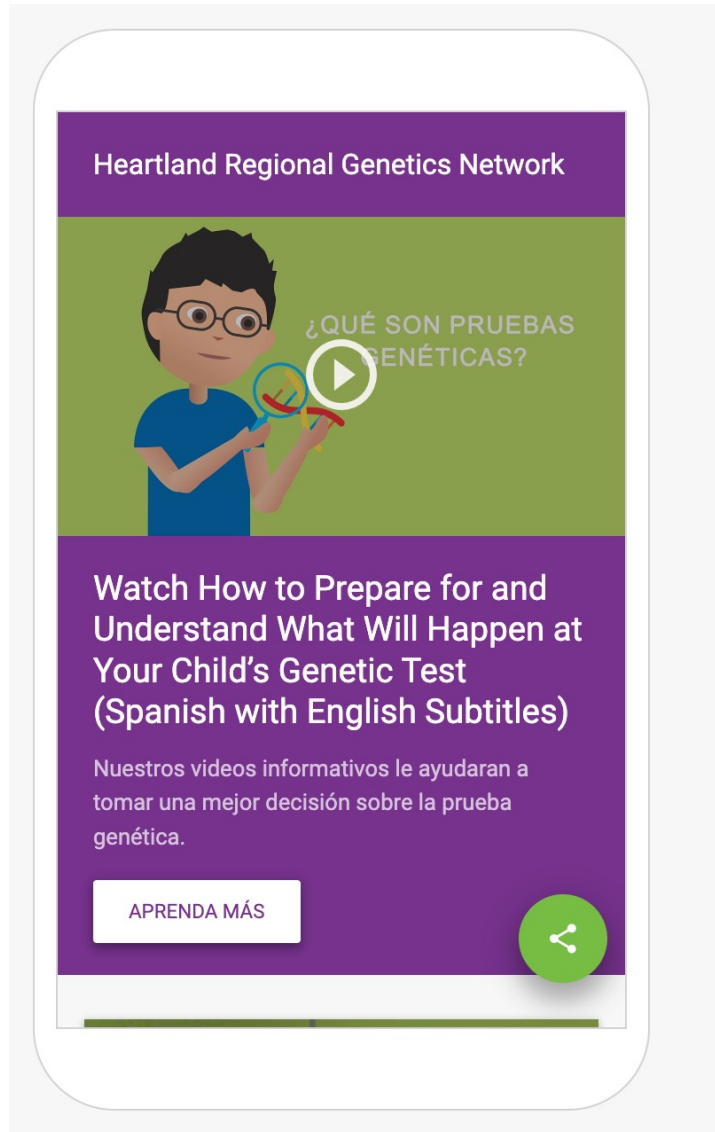
JUNE 2023 EMAIL WILL SHARE TOOLKIT AND FIND CLINIC RESOURCES

| | SENT/SUCCESSFUL DELIVERIES | OPENS | OPEN RATE | TOTAL CLICKS-THROUGHS | CLICK RATES |
|-------------------------------|----------------------------|-------|-----------|-----------------------|-------------|
| Follow-Us 12/1/2022 | 132/121 | 44 | 36.4% | 19 | 11.6% |
| Resend Follow-Us 12/7/2023 | 94/85 | 20 | 23.5% | 9 | 10.6% |
| Webinar 1/9/2023 | 136/124 | 41 | 33.1% | 20 | 14.5% |
| Resend Webinar 1/11/2023 | 91/91 | 17 | 18.7% | 5 | 5.5% |
| RGN Webinar 1/12/2023 | 7/7 | 5 | 71.4% | 1 | 14.3% |

SOCIAL MEDIA SUPPORT

QR CODES AND HAND-OUT CARDS

DEVELOPED QR CODES WITH HAND-OUT CARDS IN SPANISH FOR EVENT/PRESENTATIONS AND CLINICS



WEBSITE REFRESH BEFORE

PH: 405.271.2370 | F: 405.271.2784 | E: heartlandgenetics@outlook.com

[CALENDAR](#) | [CONTACT](#) | [f](#) [v](#) [@](#) | [ESPAÑOL](#)



[ABOUT](#) [FOR FAMILIES](#) [EDUCATION](#) [RESOURCE CENTER](#) [TELEGENETICS](#) [FIND A CLINIC](#)

ECHO Series

[Instructions for CGC CEU credits of Recorded ECHO series](#)

[Heartland Project ECHO Summer Series Flyer](#)

Heartland Project ECHO Summer 2022 Series Session: "The genetic testing journey: who, what, and how"

Session 1 Recording May 27 2022

Session 2 Recording June 22 2022

Session 3 Recording July 14 2022

Our Region Includes

- [Arkansas](#)
- [Iowa](#)
- [Kansas](#)
- [Missouri](#)
- [Nebraska](#)
- [North Dakota](#)
- [Oklahoma](#)
- [South Dakota](#)

Section Guide

[Add/Update My Information](#)

[Heartland Annual Meetings](#)

[ECHO Series](#)

[Genetic Testing Toolkit](#)

[Practice Guidelines](#)

[Tips for Treating Marshallese Patients](#)

WEBSITE REFRESH AFTER

ORGANIZING INFORMATION AND USING GRAPHICS IMPROVES THE USER EXPERIENCE

ECHO Series

Heartland Project ECHO Summer 2022 Series Session: “The genetic testing journey: who, what, and how”

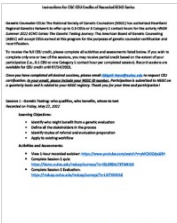
From patient to provider to payment, experts share tips and tricks to make the genetic testing process less painful.

AMA Designation Statement

Project ECHO® designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credit. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CEU For Genetic Counselors

This event has been submitted to the National Society of Genetic Counselors (NSGC) for approval of Category 1 CEUs. The American Board of Genetic Counseling (ABGC) accepts CEUs approved by NSGC for purposes of recertification. Approval for the requested CEUs and Contact Hours is currently pending.



Instructions for CGC CEU credits of Recorded ECHO series



Heartland Project ECHO Summer Series Flyer



Session 1 Recording May 27 2022



Session 3 Recording July 14 2022



Session 2 Recording June 22 2022

Our Region Includes

- Arkansas
- Iowa
- Kansas
- Missouri
- Nebraska
- North Dakota
- Oklahoma
- South Dakota

Section Guide

- Add/Update My Information
- Heartland Annual Meetings
- ECHO Series
- Genetic Testing Toolkit
- Practice Guidelines
- Tips for Treating Marshallese Patients

LOOKING AHEAD

CONTINUING GOALS

ENSURE THE BEST POSSIBLE OUTCOMES FOR INDIVIDUALS WITH HERITABLE DISORDERS

- ❖ Educate and inform using social media
- ❖ Increase our base of Facebook, Instagram & YouTube followers
- ❖ Meet specific communities' unique needs
- ❖ Distribute quarterly emails to families and healthcare providers to improve genetics understanding and awareness
- ❖ Create a LinkedIn presence to connect with healthcare providers
- ❖ Bring awareness of our Resource Center to provide up-to-date and accurate information on genetics
- ❖ Create more shareable content for all visitors
- ❖ Develop stronger Learning Communities
- ❖ Identify additional supporting social media efforts by providing tools to promote efforts

HOW CAN YOU HELP?

Social Media

- ❖ Send content for social media post (events, news, human interest)
- ❖ Share posts on your social media
- ❖ Like and share posts

Email

- ❖ Share contact lists
- ❖ Share email ideas

Overall

- ❖ Provide Feedback
- ❖ Share ideas

THANK YOU!